

# PIO Training

## for First Responders



### Attendees will learn:

- How to develop effective talking points, written statements and other press materials
- What to do in a crisis
- Best practices for responding to the media
- On camera practical training
- Social media dos and don'ts

The D&L Public Information Officer (PIO) training program is designed to provide first responders with the knowledge and skills to support proper decision-making by delivering the right message, to the right people, at the right time.

Training is conducted by broadcast journalist and media relations professional, Lou Desmond. Desmond has more than 25 years' experience in PR and has worked with many first responder organizations.

### MAGLITE® product giveaways

## 2-Day Seminar \$425

May 16-17, 2023

From 9am to 5pm

Hosted by  
**Walla Walla Police Dept**  
**Fulton Community Rm**  
**54 E. Moore St.**  
**Walla Walla, WA 99362**



Ten percent of each registration will be donated to the National Law Enforcement Officer's Memorial Fund

### PIO Training for First Responders

Walla Walla Police Department || May 16-17, 2023 || 9am - 5pm

#### REGISTRATION FORM

ATTENDEE(S) NAME \_\_\_\_\_ PHONE \_\_\_\_\_

AGENCY \_\_\_\_\_ EMAIL \_\_\_\_\_

OFFICE ADDRESS \_\_\_\_\_

PO# (optional) \_\_\_\_\_ Total \$ incl. \_\_\_\_\_ Or to pay by credit card, call (949) 244-5946

*(Register online or submit form a minimum of 5 days prior to training date.)*

*Deadline to cancel reservations is May 5, 2023. Registration not cancelled by this date including no shows are non-refundable.  
 Substitutions are allowed up to 24 hours prior to training.*

☎ (949) 244-5946

🌐 [www.dandlpr.com](http://www.dandlpr.com)

✉ [nicole@dandlpr.com](mailto:nicole@dandlpr.com)

Register online here